



WWTT  
201 Humboldt St  
Rochester, NY 14610

Mark Guma Communications  
211 W 107th St  
Ste 2E  
New York, NY 10025

## Contract # 1447825

Schedule Dates	10/14/16-10/20/16	Date Entered	10/13/16
Advertiser	Addie Russell/State Assembly/Democrat/NY (8404	Last Modified	10/13/16
Agency	Mark Guma Communications (11059)	Entered By	Ashley Cesta
Product	Political - State Representative (1073)	CO-OP	No
Brand	10/14/16-10/20/16 (567808)	Headline #	
Salesperson	Watertown, House (2272)	Demo	
Sales Office	Watertown	Order Type	Normal
Buyer Name		Package Deal	
Phone/Fax		Commission %	15.00
CPE	N/A	Commission	\$610.50
Account Types	Local/Political	Net Total	\$3,459.50
Billing Type	Standard	Sales Tax	
Comments			

Watertown (WWTT)		
By Broadcast Month	Spots	Rate
Oct. 2016	77	\$4,070.00
<b>Grand Total:</b>	<b>77</b>	<b>\$4,070.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/14/16-10/14/16	5	:30	6A- 7A (EST)	1					X			1	\$10.00	\$10.00	Watertown (WWTT)		10/13/16
2.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	6A- 7A (EST)	4	X	X	X	X				4	\$10.00	\$40.00	Watertown (WWTT)		10/13/16
3.0	Normal Line / SPOT	10/14/16-10/14/16	5	:30	7A- 9A (EST)	2					X			2	\$20.00	\$40.00	Watertown (WWTT)		10/13/16
4.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	7A- 9A (EST)	8	X	X	X	X				8	\$20.00	\$160.00	Watertown (WWTT)		10/13/16
5.0	Normal Line / SPOT	10/15/16-10/15/16	5	:30	8A- 9A (EST)	1					X			1	\$35.00	\$35.00	Watertown (WWTT)		10/13/16
6.0	Normal Line / SPOT	10/15/16-10/15/16	5	:30	8A- 9A (EST)	1						X		1	\$35.00	\$35.00	Watertown (WWTT)		10/13/16
7.0	Normal Line / SPOT	10/14/16-10/14/16	5	:30	9A- 10A (EST)	1					X			1	\$10.00	\$10.00	Watertown (WWTT)		10/13/16
8.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	9A- 10A (EST)	2	X	X	X	X				2	\$10.00	\$20.00	Watertown (WWTT)		10/13/16
9.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	10A- 11A (EST)	3	X	X	X	X				3	\$10.00	\$30.00	Watertown (WWTT)		10/13/16
10.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	11A- 12P (EST)	5	X	X	X	X				5	\$30.00	\$150.00	Watertown (WWTT)		10/13/16
11.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	12P- 12:30P (EST)	3	X	X	X	X				3	\$10.00	\$30.00	Watertown (WWTT)		10/13/16
12.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	12:30P- 1P (EST)	3	X	X	X	X				3	\$10.00	\$30.00	Watertown (WWTT)		10/13/16
13.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	1P- 2P (EST)	3	X	X	X	X				3	\$25.00	\$75.00	Watertown (WWTT)		10/13/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Sales Office	Watertown	Order Type	Normal
Buyer Name	/	Package Deal	
Phone/Fax	N/A	Commission %	15.00
CPE	Local/Political	Commission	\$610.50
Account Types	Standard	Net Total	\$3,459.50
Billing Type		Sales Tax	
Comments			

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14.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	2P- 3P (EST)	3	X	X	X	X				3	\$25.00	\$75.00	Watertown (WWTT)		10/13/16
15.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	3P- 4P (EST)	3	X	X	X	X				3	\$25.00	\$75.00	Watertown (WWTT)		10/13/16
16.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	4P- 5P (EST)	4	X	X	X	X				4	\$55.00	\$220.00	Watertown (WWTT)		10/13/16
17.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	5P- 6P (EST)	4	X	X	X	X				4	\$60.00	\$240.00	Watertown (WWTT)		10/13/16
18.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	6P- 6:30P (EST)	5	X	X	X	X				5	\$10.00	\$50.00	Watertown (WWTT)		10/13/16
19.0	Normal Line / SPOT	10/15/16-10/15/16	5	:30	6P- 6:30P (EST)	1						X			\$10.00		Watertown (WWTT)		10/13/16
19.0.1	Preempt	10/15/16															Watertown (WWTT)	Schedule Change/Exception - No breaks found for time range	
20.0	Normal Line / SPOT	10/17/16-10/20/16	5	:30	11P- 11:30P (EST)	7	X	X	X	X				7	\$10.00	\$70.00	Watertown (WWTT)		10/13/16
21.0	Normal Line / SPOT	10/17/16-10/17/16	5	:30	7P- 7:30P (EST)	1	X							1	\$65.00	\$65.00	Watertown (WWTT)		10/13/16
22.0	Normal Line / SPOT	10/17/16-10/17/16	5	:30	8P- 10P (EST)	1	X							1	\$225.00	\$225.00	Watertown (WWTT)		10/13/16
23.0	Normal Line / SPOT	10/18/16-10/18/16	5	:30	8P- 9P (EST)	1		X						1	\$200.00	\$200.00	Watertown (WWTT)		10/13/16
24.0	Normal Line / SPOT	10/19/16-10/19/16	5	:30	8P- 9P (EST)	1			X					1	\$450.00	\$450.00	Watertown (WWTT)		10/13/16
25.0	Normal Line / SPOT	10/20/16-10/20/16	5	:30	8P- 9P (EST)	1				X				1	\$325.00	\$325.00	Watertown (WWTT)		10/13/16

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26.0	Normal Line / SPOT	10/14/16-10/14/16	5	:30	9P-10P (EST)	1					X			1	\$225.00	\$225.00	Watertown (WWTT)		10/13/16
27.0	Normal Line / SPOT	10/14/16-10/14/16	5	:30	10P-11P (EST)	1					X			1	\$225.00	\$225.00	Watertown (WWTT)		10/13/16
28.0	Normal Line / SPOT	10/16/16-10/16/16	5	:30	7P-8P (EST)	1						X		1	\$150.00	\$150.00	Watertown (WWTT)		10/13/16
29.0	Normal Line / SPOT	10/15/16-10/15/16	5	:30	12P-ABC College Football	3						X		3	\$45.00	\$135.00	Watertown (WWTT)		10/13/16
30.0	Normal Line / SPOT	10/15/16-10/15/16	5	:30	8P-Saturday Night Football	3						X		3	\$225.00	\$675.00	Watertown (WWTT)		10/13/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**WWJT - Watertown NY**Date:**10/13/16I, MARK GUMA,being/on behalf of: ADDIE RUSSELL, a legallyqualified candidate of the DEMOCRATIC politicalparty for the office of: STATE ASSEMBLYin the GENERALelection to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

COMMITTEE TO ELECT ADDIE JENNE RUSSELL

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KERRY YOUNG

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

### ***To Be Signed By Candidate or Authorized Committee***

10/5/16

Date

Mark H.

Signature

### ***To Be Signed By Station Representative***



Accepted



Accepted in Part



Rejected

[Signature]

Signature

Dawn Marks

Printed Name

VP/617

Title





RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR POLITICAL OFFICE

Required information regarding candidate advertising\*

Station: WWTI

Date of Request: 10/5/16

Candidate: ADDIE RUSSELL

Office Sought: STATE ASSEMBLY

Authorized Committee: COMMITTEE TO ELECT ADDIE JENNE RUSSELL

Name of Contact: MARK GUMA

City: NEW YORK

State: NEW YORK

Zip: 10025

Phone: (646) 831-7896

Treasurer: KERRY YOUNG

Information Requested: RATES, RTGS. A 35+